

THE FILMS ARE AN AESTHETIC ART



One must believe it after a look at so lovely a picture as this of Anna Little, leading woman of the Mustang Brand.

Theatrical Baedeker

Broad, Lyric and Adelphi Theatres All Change Their Bills—New Feature Films Announced

NEW PLAYS

ADELPHI—"The Little Shepherd of Kingdom Come," with Robert Forrest, Jack Davis, Mona Hungerford and Wallace Owen.

BROAD—"The Wooling of Eve," with Laurette Taylor and Philip Merivale.

LYRIC—"Alone at Last," with Roy Atwell, Harry Coner, Letty Yorke and John Charles Thomas.

CONTINUING PLAYS

GARRICK—"It Pays to Advertise," with Louise Drew, Grant Mitchell and Ben Johnson.

BERKEST—"Come to Bohemia," with Leslie Irving, Walter Perivale, Alice German and Fritz Williams.

PHOTOPLAYS

WALNUT—"The Eternal Grind," with Mary Pickford. A story of factory life with Miss Pickford as one of the factory girls.

ARCADIA—"Monday, Tuesday and Wednesday," with Dorothy Gish and Owen Moore.

PALACE—"The Lost Bridegroom," with John Barrymore, Thursday, Friday and Saturday.

VICTORIA—"Monday and Tuesday," with Norma Talmaage, Sena Owen and Tully Marshall.

Friday and Saturday, "The Kiss of Hate," with Ethel Barrymore.

KEITH'S—Frank McIntrye and company, in "The Hat Salesman," Benesse and Baird, in "Song of the Sea."

GLOBE—"Victor's musical melange, Fields and Holiday, in "The Raw Recruit," "The Girl From the Hat Store," the Mozarts, Myra Gardner, vocalist; Frank Monell, vocalist; The Five Satusdas, "Duke of Mulberry," Delmont and Delmont.

CROSS-KEYS—First half of the week, James J. Corbett, Nat Nazzano and company, Hartzell and Evans, Jack Levy and his symphony girls.

AT POPULAR PRICES. WALNUT—"Bringing up Father," a stage adaptation of the popular cartoons.

BURLESQUE. DUMONT'S—Dumont's Minstrels, in satires on matters of current interest.

The Money Maker

"There is more money in moving pictures than painting them."—"The Only Girl."

WRITE PHOTOPLAYS

If you are gifted with an imaginative mind and the dramatic sense; if you can conceive novel situations, reconstruct old situations in a novel manner and dramatize old plots in a new way; then, even though you have had no previous literary training, you can learn to write saleable photoplays.

PENN MOTION PICTURE AGENCY

26 South 15th Street PHILADELPHIA Under management of Daniel Ellis, former scenario editor of Lubin Company

THE PHOTOPLAY-MAN-ABOUT-TOWN

Every Saturday and here and there through the week the Evening Ledger's Photo-play Man-about-town chronicles the life of the photo-play industry.

The busiest of busy beehives in the local field of film activities was yesterday, in today and will be tomorrow the headquarters of the Stanley Booking Company.

Only a wonderfully effective and carefully managed system, one which puts to shame the far-famed and much vaunted German "Kultur," makes it possible, the casual visitor to the headquarters might even conceive that they were not in an office, no discord and no confusion.

There are many things to be done, but there is some one to do each of them, and that some one knows what that something is and does it without display of fuss or feathers.

And in a far rear office, unseen except by the few, holds forth the mainpring and the brains of this perfect and effective entertainment system in the person of President Stanley V. Mastbaum, the young man who revolutionized motion-picture entertainment in Philadelphia, developed ideas and built and conducted individual theatres on the strength of them and his own confidence in his own system, backed by the confidence of his associates in his common sense and ability.

The mantle of the Bijou Dream has fallen on the Princess. The screen is there, the lighting effects are the same, the color scheme is the same, the seats are the same; in fact, the spirit of the Bijou Dream seems to have invaded every nook and cranny of the Princess, and the best proof of this is the daily crowds that are attracted to this rejuvenated photoplay theatre.

Two film dramas will have their first South Philadelphia presentation at the Alhambra Theatre during the coming week. On Monday, Tuesday and Wednesday, Fannie Ward will be featured in "For the Defence," a new detective story by Hector Turnbull. Miss Ward is seen as a little French novice fresh from the convent. Another Paramount feature is scheduled for the last half of the week, when Dustin Farnum will appear in "Den Blair."

"To Have and to Hold," from Mary Johnston's novel of the same name, featuring Wallace Reid and Mae Murray, will be shown at the Tuby Theatre on Monday next.

Madame Petrova, the distinguished 37-year-old star, was born in Poland, married in Indianapolis, got her stage training in London and Paris, and has achieved her greatest success in New York, on both the screen and stage. She will be at the Grand Northern on Wednesday, in "What Will People Say?"

The spirit of rebuilding which prevails in the Central Market Street Company has invaded the Market Street Theatre. The house is being entirely done over and when finished promises to be one of the most complete popular-priced theatres in the city.

The Savoy Theatre has demonstrated what the public really wants in photoplays. The policy is a standardization of the best and most expensive productions that can be gleaned from the world's output. The steady rise in favor is a demonstration of what really can be done in showing first-class pictures.

Success is an elusive individual, if you can call her so, and there is also a question whether it is feminine, masculine or common gender. Whatever success has been attained by the Victoria Theatre, the beauty of the programs, attention to patrons has attracted a clientele to this theatre that is hard to match anywhere.

The music at the Victoria Theatre in the future promises to be a feature. The Dessauer Brothers and their symphony orchestra have been engaged and will take charge of the music on Monday, April 17. The Dessauer Brothers' concert work is

Your Favorite MOVIES

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Name Your Favorites

We will send you tickets that will admit you FREE to see them. If you will only devote ONE MINUTE OF YOUR TIME A MONTH TO MERELY TALKING WITH YOUR MOTHER OR FATHER about our proposition.

This offer is open to boys and girls anywhere in Philadelphia, or in any town within 100 miles of Philadelphia, that has movies.

For particulars call or write ROOM 230 PUBLIC LEDGER BUILDING PHILADELPHIA

known to amusement seekers throughout the city.

The management of the Regent Theatre will offer its patrons on Monday and Tuesday Marguerite Clark in "Out of the Drifts." In this tale Miss Clark has an opportunity to render a different characterization from anything she has done in former productions.

You will remember Louise Lovely's sweet simplicity in "The Grip of Jealousy," the Bluebird photoplay you liked. Louise plays a lovely little widow at the Bluebird Theatre on Tuesday in another Bluebird, "Tangled Hearts." This time Miss Lovely plays a lovable little widow who solves the problems of life for two married couples who are sadly in need of her good offices.

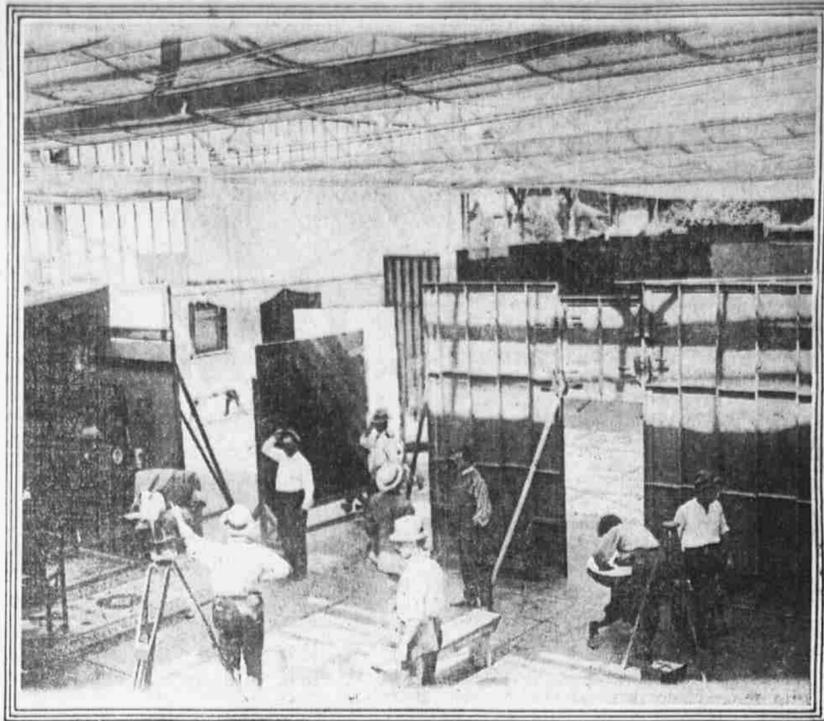
Kitty Gordon, the "English Lillian Russell," has completed her first screen venture under the World Film banner and will soon begin work on another big picture. This noted beauty will be seen on the screen of the Cedar on Monday in "As in a Looking Glass."

The wonderful atmosphere of the early days of California as depicted by Bret Harte is maintained in the photodramatic version of his famous story, "Tennessee's Partner," which will be seen at the Globe on Tuesday, under the direction of the Jesse L. Lasky Company, with Fannie Ward, the celebrated American artist, in the title role.

We are not responsible for this: "Cigar ashes and olive oil, mixed until they form a paste of the proper consistency, will impart an unusual lustre to the finger nails if applied with a small piece of the outside surface of a banana skin. Only white cigar ashes should be used." The recipe is given by Pauline Barry, who is cast as Ethel in "Gold and the Woman," a William Fox production, coming to the Olympia on Saturday.

In many of the recent photoplays produced from the ably studied the expert scenario writing of Daniel Ellis has played a prominent part in their being. Mr. Ellis began his career as a scenario writer by free lanceing, and many of his scripts were produced by the Bluebird company. Last August he joined the Lubin company, and, with a number of as-

WHEN THEY'RE BUILDING MOVIE PALACES



We peep in on the studio of the Pallas-Paramount people just when the scene men are setting up some handsome house for the movie fans' future enjoyment. The camera and the cameraman have arrived, but the actors are still in their dressing rooms.

Miss Helen Ware, who is the forthcoming attraction at the Eureka Theatre on Monday in "Secret Love," started modestly enough (appearing as an "extra lady" with Maude Adams in "The Little Minister"), but she did not stay in minor positions very long.

The man who is employed to post the public on the interesting stage careers of stars in Bluebird Photoplays has found

Agency as manager, and he will devote his entire time to the critiquing and revising of manuscripts for the public.

PROMINENT PHOTOPLAY PRESENTATIONS

Advertisement for Stanley Booking Company, featuring the text 'The following theatres obtain their pictures through the STANLEY Booking Company, which is a guarantee of early showings of the finest productions. All pictures reviewed before exhibition. Ask for your locality obtaining pictures through the STANLEY Booking Company.'

ALHAMBRA 12th, Morris & Passyunk Aves. Francis X. Bushman in "The Wall Between"

ARCADIA CHESTNUT BELOW 16TH Douglas Fairbanks in "The Habit of Happiness"

APOLLO 52D AND THOMPSON De Wolfe Hopper in "Don Quixote"

BLUEBIRD 2209 NORTH BROAD ST. Sessue Hayakawa in "The Typhoon"

BELMONT 52D ABOVE MARKET John Barrymore in "Nearly a King"

69TH AND CEDAR Charles Richmond in "Hero of Submarine D-2"

FAIRMOUNT 26TH AND GIRDARD AVE. Constance Crawley-Arthur Maude in "EMBERS"

FRANKFORD 4711 FRANKFORD AVE. Blanche Sweet in "The Ragamuffin"

56TH ST. Theatre Florence Reed in "The Woman's Law"

52d St. Robert B. Mantell in "A Wife's Sacrifice"

GERMANTOWN Marie Doro in "Diplomacy"

GLOBE 59TH & MARKET Frank Sheridan in "The Struggle"

GIRARD AVENUE THEATRE Dorothy Gish and Owen Moore in "Betty of Graystone"

Great Northern Pauline Frederick in "The Spider"

IRIS THEATRE Hamilton Revelle in "The Price of Malice"

IMPERIAL Theatre Kathryn Adams in "A Bird of Prey"

JEFFERSON Robert Warwick in "The Supreme Sacrifice"

LAFAYETTE Dustin Farnum in "The Call of the Cumberland"

LEADER Marguerite Clark in "Out of the Drifts"

LIBERTY ALAN HALE and GRETCHEN HARTMAN in "Madelaine Morae"

Logan Auditorium Louise Lovely in "Tangled Hearts"

LOCUST Mabel Taliaferro in "Her Great Price"

Market St. Theatre Marguerite Snow in "A CORNER IN COTTON"

ORPHEUM Frank Mills in "The Moral Fabric"

ORIENT John Mason in "The Reapers"

PALACE Fannie Ward in "For the Defence"

PARK Florence Reed in "THE WOMAN'S LAW"

PRINCESS Charles Cherry in "PASSERS BY"

RIALTO Pauline Frederick in "SOLD"

REGENT Jeanne Iver in "One Day"

RUBY Mary Miles Minter in "Lovely Mary"

SHERWOOD Blanche Sweet in "RAGAMUFFIN"

SAVOY Mabel Taliaferro in "Her Great Price"

TIOGA Charlotte Walker in "THE TRAIL OF THE LONESOME PINE"

VICTORIA Blanche Sweet in "THE WALL BETWEEN"

STANLEY Dustin Farnum in "Ben Blair"

GRAND Special Big Feature Show

OVERBROOK Hazel Dawn in "My Lady Inco"

GARDEN "The Alstar Case"

EUREKA Lewis Waller in "The Brigadier Gerard"

BROADWAY Louise Fazenda in "His Hereafter"

Broad Street Casino Reggie Norris

CENTURY Theda Bara in "Gold and the Woman"

PLAZA Robert Warwick in "The Supreme Sacrifice"

OLYMPIA Violet Horner in "THE MARBLE HEART"

Susquehanna Holbrook Blinn in "The Unpardonable Sin"

STRAND Wm. E. Shay & Claire Whitney in "THE RULING PASSION"

JUMBO "Caught on a Skyscraper"

"The Little Lady Across the Way"

"HER SISTER'S SIN"



AURELIO GIORNI Pianist, in recital at Witherspoon Hall Monday evening.

A series of cartoon panels with dialogue: 'THE MAJOR'S MOTTO APPEARS TO BE SAFETY FIRST.', 'GOOD NIGHT!', 'THIS IS NO PLACE FOR ME!', 'AH! SAFE AT LAST!', 'AND HERE'S MYLES! AS A FIGHTER HE'S A RUNNER DE-LUXE!', 'I'M GOING!', 'SHELTER! SHELTER! WHAT?', 'YOU HERE? GET BACK AND FIGHT FOR YOUR COUNTRY!', 'I WILL NOT-', 'YOU TOLD ME TO FOLLOW YOU !!!'